

Challenge

Network two remote locations with main headquarters office and dramatically reduce inter-company toll and long distance call expenses.

Solution

- Avaya IP Office IP406
- Avaya IP Office Applications
 - Voice Messaging with Auto Attendant
 - Phone Management Application
- Avaya 4600 Series IP Telephones
- Avaya 4400 Series Digital Telephones
- Avaya Microsoft CRM™ Integration software

Value Created

- Dramatically reduced toll and long distance charges for inter-company calls.
- Seamlessly integrated with the Microsoft Dynamics® CRM application resulting in improved customer service.
- Connected three locations on one system to provide customers with better service and more available agents.

Blood Diagnostics, Inc. Makes Coast-to-Coast Connection with Avaya IP Office Solution

Irmo, South Carolina, USA – Blood Diagnostics, Inc. (BDI) is an independent, wholesale distributor of plasma-derived pharmaceutical products. Founded on the principles of professional integrity, customer service and commitment to the plasma industry, BDI provides emergency 24/7 availability, unparalleled customer service, and extensive product knowledge. These principles and services define Blood Diagnostics' customer-centric approach to serving the nation's healthcare community. In addition to its headquarters location in Irmo, SC, the company owns and operates two remote offices. The BDI location in San Diego, CA is a sales office. The Temecula, CA location is a distribution center. The company currently employs approximately 40 people.

The Challenge: Creating a Seamless Connection within Existing Infrastructure

In early 2004 BDI needed to replace the aging 3Com analog telephone system at its Irmo headquarters location with a digital solution that would also support its remote offices in San Diego and Temecula. BDI wanted a solution that would network the three locations and provide more cost-efficient and easier inter-company communications. In short, the company wanted a new telephony system that would function as if everyone was working at the same location. BDI also wanted to prepare each location to gradually transition to Internet Protocol (IP) telephony.

The Solution: Avaya Solution's Flexibility Makes Choice Easy

BDI evaluated a number of solutions before narrowing the choice down to a Cisco or an Avaya system. The company ultimately selected the IP406 system because it has the flexibility to interface with both the analog phone system in place in Irmo and the IP phones in San Diego and Temecula. The hybrid functionality of the IP406 system also allowed BDI to make a gradual transition to IP telephony without having to install an entirely new voice and data network. BDI also found the IP Office system to be extremely cost-competitive against other vendors' products.

“The Avaya system's management tools are extremely easy-to-use. The new solution has already resulted in a significant return on investment by connecting our remote offices with IP telephony and dramatically reducing our long distance expenses.”

— Toby Selix, Chief Information Officer, Blood Diagnostics, Inc.

A Look at the Solution: Connected and Customized

The IP406 is installed at BDI's headquarters in Irmo, SC. At this location, voicemail is centralized and the customer uses the voicemail and conferencing applications. There are 25 Avaya 4400 Series Digital Telephones and four Avaya 4600 Series IP Telephones in use. The company's San Diego office has one Avaya 4600 Series IP Telephone. The Temecula office has two Avaya 4600 Series IP Telephones networked back to the main office in Irmo.

“We like the fact that we can customize the system to meet our changing needs,” said Selix. *“For example, we added an ‘emergency line’ that allows callers to reach a company representative on a 24/7 basis in the event of an emergency situation after hours.”*

BDI employees at the headquarters location in Irmo also use the phone management application. This feature has improved efficiency by giving everyone real-time access to call monitoring, easy transfers and parking of calls. Easy access to conferencing is also another valuable feature that BDI is now able to offer to both its employees and customers.

In April 2005, BDI integrated its IP406 system with a Microsoft Dynamics® Customer Relationship Management (CRM) solution. The company's sales representatives use the integrated system to make outbound calls with the Outbound Dial feature, which automatically calls a customer when a sales representative clicks on the contact tab.

“The CRM solution has made a tremendous impact on the efficiency of our sales team,” said Selix. *“With our sales representatives typically making between 70 to 100 calls a day, even seconds saved on each call can affect our bottom line.”*

The Bottom Line: Seamless Integrations Drive Savings and Productivity

BDI is extremely pleased with the seamless integrations between the existing analog phone system in Irmo and the Avaya IP system, and the Avaya IP Office solution with the Microsoft Dynamics® CRM. Both of these integrations allow the company to function as one operation while serving customers from multiple locations.

Now BDI can run all of its inter-company long distance calls between its sites in California and South Carolina over IP and avoid costly toll charges. And with three-digit dialing between these locations, employees can also easily contact each other as if their colleague was across the floor instead of across the country.

“The Avaya system’s management tools are extremely easy-to-use,” said Toby Selix, Chief Information Officer. “The new solution has already resulted in a significant return on investment by connecting our remote offices with IP telephony and dramatically reducing our long distance expenses.”

Looking Forward

Moving forward, Selix is hoping to program the integrated IP Office Customer Management Solution (Microsoft Dynamics® CRM and Avaya IP Office) to generate more detailed reports. BDI is particularly interested in tracking and monitoring — on a real-time and monthly basis — the number of inbound and outbound calls and overall sales representative activity.

Given its tremendous growth over the past few years, BDI is also considering a move to a larger headquarters location in South Carolina as well as opening more distribution points around the country. On a more short-term basis, the company expects to add more offices and more digital telephones at the Irmo location, while adding additional IP phones as needed to their remote locations. The Avaya solution’s flexibility will allow BDI to add those telephones and additional lines quickly and easily.

“The Avaya solution is scalable so adding more telephones is no problem,” said Selix. “If we do add a distribution center, or move from any of our current locations to larger facilities, I’m very confident the Avaya system will grow and move with us.”

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at www.avaya.com.

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— *Toby Selix, Chief Information Officer, Blood Diagnostics, Inc.*

APPLICATIONS

- Avaya IP Office Voicemail Pro (centralized)
- Avaya IP Office Phone Manager Pro
- Avaya Microsoft CRM™ Integration software

SYSTEMS

- Avaya IP Office IP406
- Avaya 4600 Series IP Telephones
- Avaya 4400 Series Digital Telephones

ABOUT CUSTOMER

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For more information please visit www.ivig.com

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit www.avaya.com.

All statements in this Case Study were made by Toby Selix, Chief Information Officer, Blood Diagnostics, Inc.